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WHAT IS CLAIMED IS:

1   1. A voice banner advertisement system for performing an
2 advertisement with voice comprising:
3   (a) a Web server constituted by
4   Web page data transmission means for constituting contents data
5 and advertisement data to be offered to a user to transmit the Web page
6 data and
7   history information recording means for recording the number of
8 times at which a banner advertisement is transmitted as history
9 information; and
10   (b) a user terminal constituted by
11   communication means for performing data communication with the Web
12 server through the internet,
13   Web page browsing means for browsing a Web page offered by the Web
14 server, and
15   voice synthesis means for extracting banner advertisement data
16 from the received Web page data and converting the banner advertisement
17 data into voice by voice synthesis to utter the banner advertisement
18 data.

1   2. A voice banner advertisement system according to claim 1, the
2 user terminal further comprises:
3   voice synthesis operation setting means for setting whether the
4 voice synthesis means is made valid or not and transmitting the setting
5 contents to the Web server, and
6   the Web server transmits the advertisement data to the user
7 terminal only when the voice synthesis means is valid.

1　　3. A Web server for performing an advertisement to a user terminal
2　connected to the Web server comprising:
3　　operation setting information reception means for receiving
4　operation setting information representing whether voice synthesis is
5　valid or not in the user terminal;
6　　Web page data transmission means for constituting Web page data
7　including advertisement data on the basis of the operation setting
8　information to transmit the Web page data; and
9　　history information recording means for recording the number of
10　times at which a banner advertisement is transmitted as history
11　information.

1　　4. A user terminal for uttering received advertisement data with
2　voice comprising:
3　　communication means for performing data communication with a Web
4　server through the internet;
5　　Web page browsing means for receiving Web page data offered by the
6　Web server to browse the Web page data; and
7　　voice synthesis means for extracting banner advertisement data
8　from the received Web page data and converting the banner advertisement
9　data into voice by voice synthesis to utter the banner advertisement
10　data.

1　　5. A user terminal according to claim 4, further comprising:
2　　voice synthesis operation setting means for setting whether the
3　voice synthesis means is made valid or not and transmitting the setting
4　contents to the Web server.

6.   A voice banner advertisement method for performing an
advertisement with voice comprising:

the Web page data transmission step of constituting contents data
and advertisement data offered to a user to transmit the Web page data;

the history information recording step of recording the number of
times at which a banner advertisement is transmitted as history
information; and

the voice synthesis step of extracting banner advertisement data
from the received Web page data and converting the banner advertisement
data into voice by voice synthesis to utter the banner advertisement
data.

7.   A voice banner advertisement method according to claim 6,
further comprising:

the operation setting step of setting whether advertisement data
is uttered with voice by the voice synthesis or not, and

wherein the Web page data including advertisement data is
transmitted only when the voice synthesis operation is valid.